IT Council Minutes
Wednesday, February 12, 2014
President's Conference Room

Anne Milkovich

Ross Snider

Stephen Rowe

Brett Gunnink

Others in Attendance:

Corina Beck

Ronda Russell

Erin McCormick

Signe Lahren, Erica Jansma

I.   Call to Order

II.   Announcements

III.   Approval of Minutes (not applicable, not full meeting)

IV.   Discussions

A. Student CRM

Carina Beck from Career Services and Ronda Russell from Student Services presented information about a CRM (Client Relationship Management) solution. Currently, MSU is reaching out to and tracking students starting in 9th grade through the rest of their lives using a patchwork of homegrown technologies and mass generated messages. The current system does not interface well with Banner or allow tracking of student's involvement and success. A CRM tool would allow for detailed data mining and tracking, identification of at-risk students, more personalized messaging content and mediums, and better retention rates, overall providing MSU a good return on its investment. This project is competing as top prioritization on the Bozeman campus with the implementation of an EDWM (Electronic Document Workflow Management) system. Carina and Ronda provided a handout of Suggested Elements of a CRM detailing capabilities and requirements of a CRM tool.

B. Catracks

Erin McCormick from Career Services gave a presentation on Catracks, the home-grown software in place to track student engagement. Catracks provides client summaries that show individual student engagement statistics, including whether they are attending appointments with academic advisors and tutors, using the Fitness Center, or engaging with other types campus resources. Students earn points for ChampChange by attending the various activities; all faculty are able to see the amount of points a student has as an indication of their engagement. Catracks also shows whether a student has responded to various forms of communication. The software is a good starting point, but does not have the capabilities to track and communicate to the degree that is needed in a CRM tool.

V.   Action Items (not applicable, not full meeting)

Next Meeting: Wednesday, March 12, 8:45 am, President's Conference Room